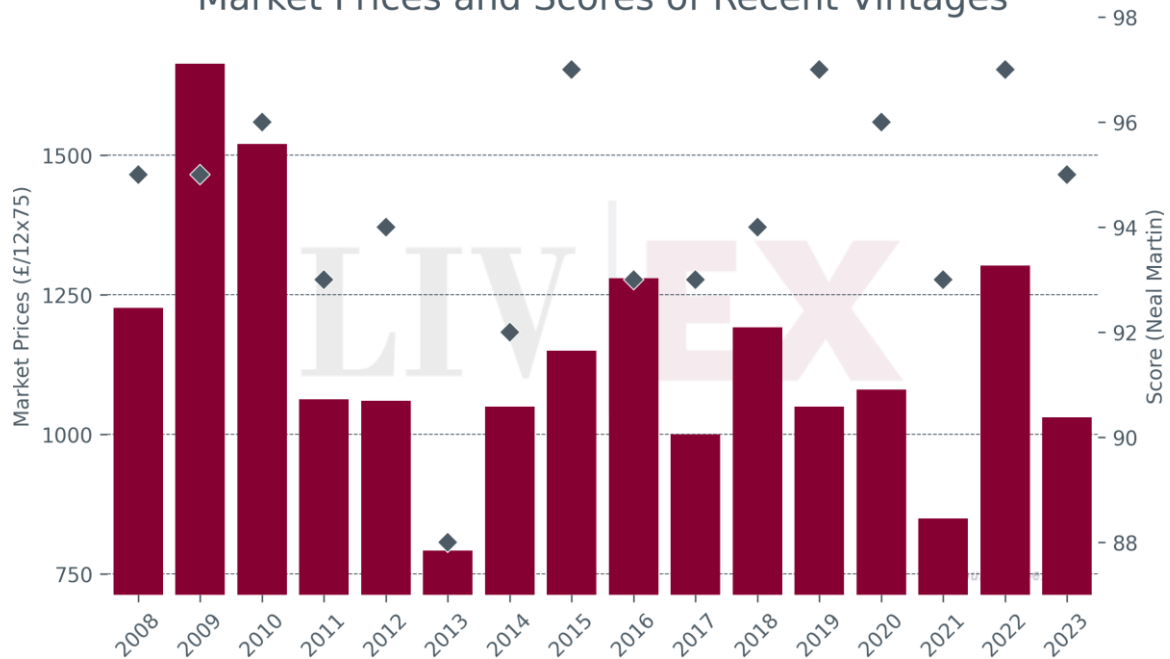


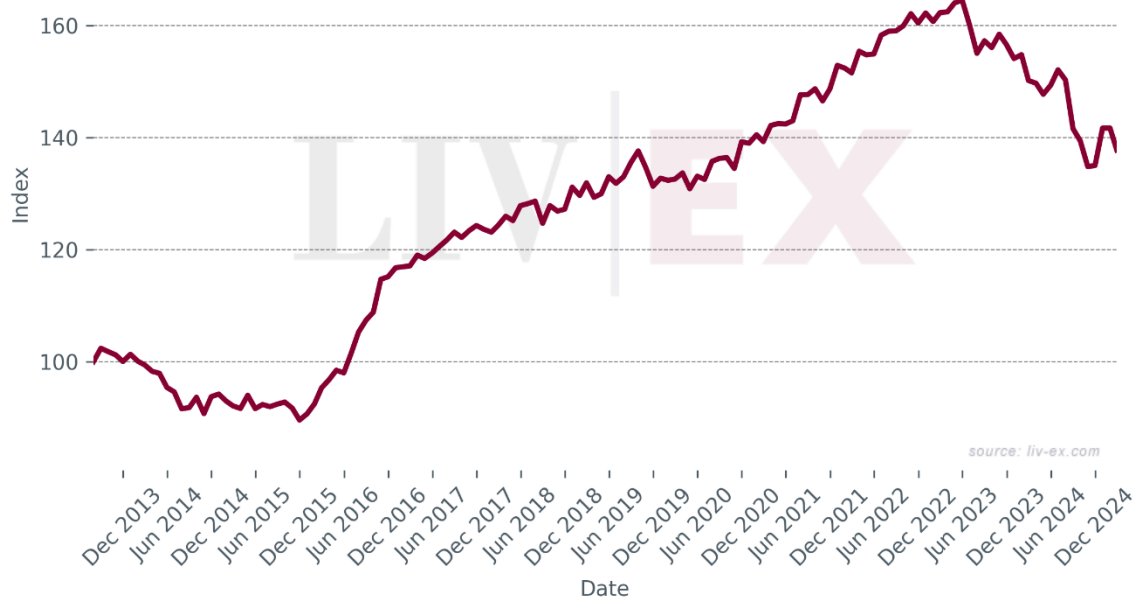
Château Pichon Baron

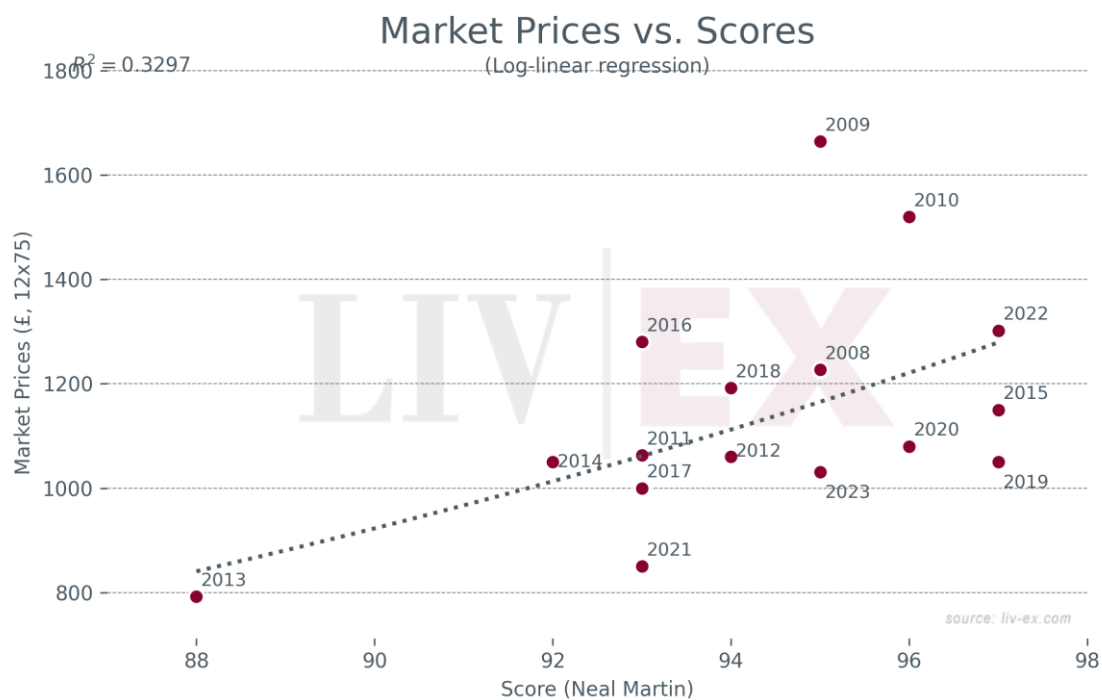
- Since January 2024, Pichon Baron has accounted for 0.40% of all trade value. This makes it the 48th most-traded brand.
- **2016** is its top-traded vintage by value, accounting for 24.8% of Pichon Baron's total trade value.
- Ranked no.76 in the **2024 Power 100**, down 29 places on 2023.

Market Prices and Scores of Recent Vintages



Market Price Index





Breakdown of buyer geography

	United States	United Kingdom	Europe	Asia
Past month share (%)	9.1%	19.8%	12.7%	58.5%
Past year share (%)	39.8%	17.1%	25.7%	17.4%

Prices (£/12x75)

Vintage	Market Price	Ex-London	MP to ex-Lon.	Ex-neg.	MP to ex-neg.	Ex-chât.	MP to ex-chât.
2023	£1,031	£1,234	-16.5%	£1,052	-2.0%	£877	17.6%
2022	£1,300	£1,620	-19.8%	£1,395	-6.8%	£1,163	11.8%
2021	£850	£1,320	-35.6%	£1,131	-24.8%	£942	-9.8%
2020	£1,080	£1,327	-18.6%	£1,141	-5.3%	£951	13.6%
2019	£1,050	£1,188	-11.6%	£1,017	3.3%	£847	23.9%
2018	£1,150	£1,404	-18.1%	£1,205	-4.5%	£1,004	14.6%
2017	£1,000	£1,175	-14.9%	£1,012	-1.1%	£843	18.6%
2016	£1,280	£1,375	-6.9%	£1,185	8.0%	£987	29.6%
2015	£1,150	£995	15.6%	£904	27.2%	£753	52.7%
2014	£1,050	£640	64.1%	£571	83.8%	£476	120.5%
2013	£792	£595	33.1%	£525	50.9%	£437	81.1%
2012	£1,060	£720	47.2%	£551	92.4%	£459	130.9%
2011	£1,063	£756	40.6%	£696	52.8%	£580	83.4%
2010	£1,520	£1,500	1.3%	£1,397	8.8%	£1,164	30.5%
2009	£1,664	£995	67.2%	£911	82.7%	£759	119.3%
2008	£1,227	£498	146.4%	£450	172.9%	£376	226.0%

Prices (€/1x75)

Vintage	Market Price	Ex-London	MP to ex-Lon.	Ex-neg.	MP to ex-neg.	Ex-chât.	MP to ex-chât.
2023	€103	€121	-14.6%	€103	0.1%	€86	20.2%
2022	€130	€156	-16.7%	€134	-3.3%	€112	16.1%
2021	€85	€129	-34.1%	€110	-23.0%	€92	-7.6%
2020	€108	€128	-15.9%	€110	-2.2%	€92	17.4%
2019	€105	€111	-5.2%	€95	10.8%	€79	32.9%
2018	€115	€133	-13.5%	€114	0.9%	€95	21.1%
2017	€100	€112	-10.3%	€96	4.2%	€80	25.0%
2016	€128	€132	-3.2%	€114	12.3%	€95	34.7%
2015	€115	€106	8.8%	€96	19.8%	€80	43.8%
2014	€105	€74	42.0%	€66	59.1%	€55	90.9%
2013	€79	€61	29.3%	€54	46.7%	€45	76.0%
2012	€106	€71	50.2%	€54	96.3%	€45	135.6%
2011	€106	€78	35.8%	€72	47.6%	€60	77.2%
2010	€152	€142	7.3%	€132	15.2%	€110	38.2%
2009	€166	€98	69.2%	€90	84.9%	€75	121.9%
2008	€123	€48	157.6%	€43	185.3%	€36	240.8%